# MERIT taste equal to or b... high tar leaders, says latest poll.

Does the 'Enriched Flavor' science of low tar MERIT deliver real smoking satisfaction, even to high tar smokers? Recent nationwide research confirms it.

***Confirmed:*** Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

***Confirmed:*** Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

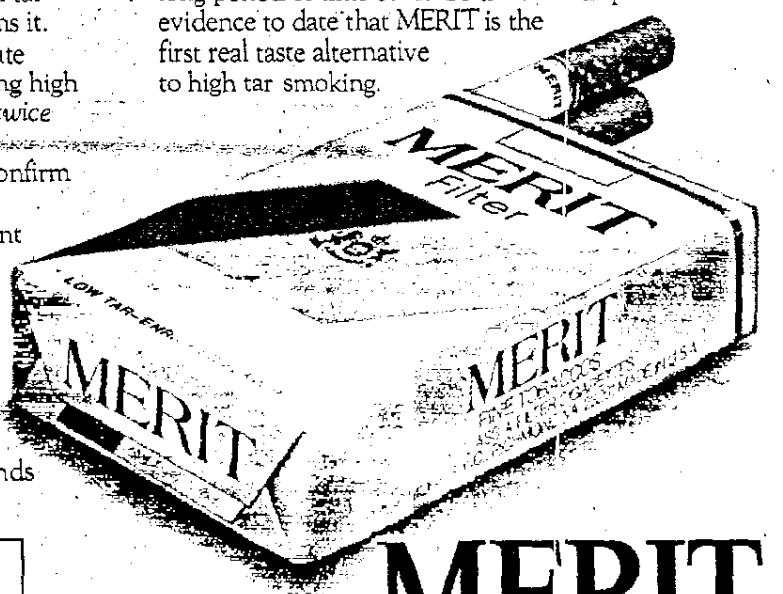
And in interviews conducted among current MERIT smokers:

***Confirmed:*** 85% of MERIT smokers say it was an "easy switch" from high tar brands.

***Confirmed:*** 9 out of 10 MERIT smokers not considering other brands.

***Confirmed:*** Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

This ability to satisfy former high tar smokers over a long period of time could be the most important evidence to date that MERIT is the first real taste alternative to high tar smoking.




Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78 © Philip Morris Inc. 1979

**MERIT**
**Kings & 100's**

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